

Amendments to the Claims

This listing of claims will replace all prior versions and listings of claims in this application:

Listing of Claims

1. (Currently Amended) A television system comprising:
 - ~~a receiver for recovering a television signal being currently broadcast;~~
 - ~~a display monitor for displaying the recovered television signal;~~
 - a television program schedule database comprising television program schedule information, informational messages, and information links that link the informational messages to the television program schedule information;
 - an advertising database comprising advertising messages and advertisement links that link the advertising messages to the television program schedule information; and
 - television equipment configured to:
 - ~~means for displaying on a substantially full portion of the monitor display a television picture program from the recovered television signal on a substantially full portion of a display monitor;~~
 - ~~means for determining the television picture that is being displayed;~~
 - select an informational message from the television program schedule database that is linked to the television program schedule information by the information link;

~~means for selecting~~ select an advertising message ~~related to the television picture determined to be displayed from a plurality of advertising messages related to the displayed television picture~~ from the advertising database that is linked to the displayed television program by the advertisement link; and

~~means for displaying~~ display a pop up window overlaid on the displayed television ~~picture~~ program, the pop up window including the selected advertising message and ~~[[an]]~~ the selected informational message ~~related to the displayed television picture other than program title,~~ wherein the television ~~picture~~ program is simultaneously displayed with both the informational message and the advertising message.

2. (Cancelled)

3. (Currently Amended) The television system of claim 1, wherein the selected informational message relates to ~~content of the~~ displayed television ~~picture~~ program ~~from the recovered television signal.~~

4. (Currently Amended) The television system of claim 1, wherein the selected informational message relates to later programming on a channel of the ~~recovered~~ displayed television ~~signal~~ program.

5. (Currently Amended) The television system of claim 1, wherein the selected informational message relates to current programming on a channel of the ~~recovered~~ displayed television ~~signal~~ program.

6. (Currently Amended) The television system of claim 1, ~~additionally~~ further comprising ~~means for~~ displaying a composite of an EPG and an advertising message overlaid on the displayed television ~~picture~~ program.

7. (Currently Amended) The television system of claim 6, ~~additionally~~ further comprising ~~means for~~ displaying an EPG overlaid on the displayed television ~~picture~~ program.

8. (Currently Amended) The television system of claim 6, ~~additionally~~ further comprising ~~means for~~ storing EPG data including at least one stored background color value.

9. (Currently Amended) The television system of claim 8, ~~additionally~~ further comprising ~~means for~~ using the stored background color value to display the EPG alone.

10. (Currently Amended) The television system of claim 8, ~~additionally~~ further comprising ~~means for~~ substituting a transparent value for the stored background color value to display the composite.

11. (Cancelled)

12. (Previously Presented) The television system of claim 1, in which the selected advertising message is about a product or service.

13. (Currently Amended) A method for displaying an advertisement over a television picture program, the method comprising:

~~recovering a television signal being currently broadcast;~~

displaying a television program on a substantially full portion of a display monitor ~~a television picture from the recovered television signal;~~

~~determining the television picture that is being displayed;~~

storing television program schedule information, informational messages, and information links that link the informational messages to the television program schedule information in a television program schedule database;

storing advertising messages and advertisement links that link the advertising messages to the television program schedule information in a advertising database;

selecting an informational message from the television program schedule database that is linked to the television program schedule information by the information link;

selecting an advertising message from the advertising database related to the television picture determined to be displayed from a plurality of advertising messages related to the displayed television picture that is linked to the displayed television program by the advertisement link; and

displaying a pop up window overlaid on the displayed television picture program, the pop up window including the selected advertising message and ~~[[an]]~~ the

selected informational message ~~related to the displayed television picture other than program title~~, wherein the television ~~picture~~ program is simultaneously displayed with both the informational message and the advertising message.

14. (Cancelled)

15. (Currently Amended) The method of claim 13, wherein the selected informational message relates to ~~content of the displayed television picture program from the recovered television signal~~.

16. (Currently Amended) The method of claim 13, wherein the selected informational message relates to later programming on a channel of the ~~recovered~~ displayed television ~~signal~~ program.

17. (Currently Amended) The method of claim 13, wherein the selected informational message relates to current programming on a channel of the ~~recovered~~ displayed television ~~signal~~ program.

18. (Currently Amended) The method of claim 13, additionally further comprising displaying a composite of an EPG and an advertising message overlaid on the displayed television ~~picture~~ program.

19. (Currently Amended) The method of claim 18, additionally further comprising displaying an EPG overlaid on the displayed television ~~picture~~ program.

20. (Cancelled)

21. (Previously Presented) The method of claim 13, in which the selected advertising message is about a product or service.

22-23. (Cancelled)

24. (Previously Presented) The television system of claim 1, wherein the pop up window further includes a television program title simultaneously displayed with both the informational message and the advertising message.

25. (Previously Presented) The television system of claim 1, wherein the selected advertising message is about an upcoming television program or event.

26. (Currently Amended) The television system of claim 1, wherein the selected advertising message is related to a sponsor of the displayed television picture program.

27. (Previously Presented) The television system of claim 26, wherein the selected advertising message promotes products and services of the sponsor.

28. (Currently Amended) The television system of claim 1, wherein the selected advertising message is related to a subject of the displayed television picture program.

29. (Previously Presented) The television system of claim 1, wherein a different advertising message is selected each time the pop up window is displayed.

30. (Previously Presented) The television system of claim 1, wherein a different advertising message is selected and displayed after a predetermined time.

31. (Previously Presented) The method of claim 13, wherein the pop up window further includes a television program title simultaneously displayed with both the informational message and the advertising message.

32. (Previously Presented) The method of claim 13, wherein the selected advertising message is about an upcoming television program or event.

33. (Currently Amended) The method of claim 13, wherein the selected advertising message is related to a sponsor of the displayed television picture program.

34. (Previously Presented) The method of claim 33, wherein the selected advertising message promotes products and services of the sponsor.

35. (Currently Amended) The method of claim 13, wherein the selected advertising message is related to a subject of the displayed television picture program.

36. (Previously Presented) The method of claim 13, wherein a different advertising message is selected each time the pop up window is displayed.

37. (Previously Presented) The method of claim 13, wherein a different advertising message is selected and displayed after a predetermined time.